



## Gain Clarity

with Accurate Data and Pricing

## Unleash Flexibility

with Unparalleled Configuration Power

## Accelerate Revenue

with Perfect Quotes and Flawless Orders



YOUR REVENUE POWERTRAIN

# CONFIGURE FAST. PRICE NOW. QUOTE PERFECT.



Some business problems are easy and others are challenging and more complex—like product configuration, quote and proposal generation. If your tools are outdated, your data is disparate and constantly changing and your production is riddled, slowed and overworked with incompatible orders, FPX is the sales intelligence you need. FPX can drive the customer satisfaction and revenue recognition you've been striving for. We bring clarity, flexibility and—most importantly—profitability to your entire opportunity-to-order process.

FPX makes the sale of complex product and service offerings across multiple channels easier, faster, more accurate and more efficient than any other solution available today. We provide the most sophisticated, SaaS-enabled product quoting/configuration suite available in the cloud-based enterprise CRM space. Literally hundreds of accurate, revenue-generating orders are being processed everyday with products from The FPX Powertrain including:

- CPQ OnDemand™**
- FPX Product Data Manager™**
- CPaaS™**
- FPX People**



FPX immerses itself into solving complex quoting, product selection and configuration problems, and has spent +\$100M in applied research. The result is FPX offers its customers the most stable, intelligent and secure Configure-Price-Quote application available.

Our intelligence plugs seamlessly into your existing sales processes and on-demand CRM providers as well as platform to platform flexibility for individual cloud-based applications with our latest innovation, CPaaS™.

There are other firms who provide similar capabilities, of course, and some of these products are very good. But compare FPX's features, comprehension of how to implement complex applications in a large, enterprise-class firm, application know-how and expertise that comes with hundreds of deployments and thousands of very satisfied users and you will discover us as the true leader.



## CPQ OnDemand™

### The Leader in Multi-Tenant, On-Demand Configure-Price-Quote® Solutions

With competitive pressures to drive down costs while still improving customer satisfaction and retention, companies are taking a deep look at their customer-facing processes. Equipping your salespeople with the tools they need to close profitable deals is naturally a top priority. FPX's flagship application, CPQ OnDemand™, empowers salespeople to configure complex products, price them accurately and present a Perfect Quote™ everytime through the power of our patented Product Configuration Engine and FPX Product Data Manager™. CPQ OnDemand's multi-tenancy, scalability and global acceptance has made it the first sales intelligence choice for leading companies with complex product configuration and pricing issues in the manufacturing, technology and medical industry worldwide.

CPQ OnDemand is easy to set-up, secure and integrates with your existing systems including the leading CRM and ERP systems.

## FPX Product Data Manager™

### Clear Data for Selling Confidence, Spot On Pricing and Accurate Orders

FPX is often approached by companies that are using outdated tools for maintaining product data and price sheets. They are struggling to understand, manage and rapidly distribute updated, accurate product information and pricing that exists in random locations and formats to salespeople and channel partners with little success resulting in rework and lost margins. FPX was founded on the principle that people need to be equipped with on-the-spot, clear and accurate product data and pricing every step of the way to confidently answer customer questions, provide perfect quotes and execute flawless orders.

FPX Product Data Manager (PDM) replaces outdated tools to become the central knowledge repository for product data and pricing. Our PDM creates data sets—essentially an intelligent product catalog—that can be published and made instantly available to all salespeople and partners. Product updates and new product rollouts are simplified through this simultaneous data availability.

## Configuration & Pricing as a Service (CPaaS™)

### Powerful Configuration for Your Cloud Applications That Will Let You Recognize Revenue

FPX has spent the past 25 years perfecting the most powerful, proven Product Configuration Engine available in the SaaS market. This patented technology is at the core of every FPX sales application including our newest innovation—CPaaS—which gives companies unlimited flexibility to integrate FPX's powerful configuration engine and Product Data Manager into their own cloud-based applications.

Years ago, our engineers and design teams recognized that cloud computing would emerge as a stable, low-cost platform. The strategic decisions they made back then now allow our global enterprise clients to enjoy the business benefits of our advanced technology. CPaaS enables cloud developers to build custom applications that integrate the FPX's world class, multi-tenant configuration engine. Product configuration is a critical part of any CRM suite—one that Gartner includes in their top six functional areas of successful CRM implementations.

FPX believes that this platform for application development by end-users, SIs and OEMs is a first in the Configure-Price-Quote® market delivered with deployment options necessary for business and IT groups. Sample applications include; quoting for direct sales, reseller and partner applications for pricing, order management and eCommerce applications for transaction to the business and consumer markets.

In addition, the CPaaS offering includes another valued application—FPX Product Data Manager—which provides the ability to manage and build the rules associated with product/price attributes to drive the desired behavior with the data. With FPX Product Data Manager, a data set is published to the CPaaS servers, and a Web Services API provides the interface between your application and the configuration engine.

## FPX People

### Professional Services You Can Count On From the True Leader

Our FPX People team includes the best data analysts, business rules experts, project managers and product configuration experts in the industry. From implementation to launch to answering ongoing customer service inquiries, these experienced, knowledgeable professionals work together to help you achieve maximum value with FPX sales intelligence.

# FROM THE TRUE LEADER.

**SALES INTELLIGENCE INVENTOR.**  
**SHAPER.**  
**INNOVATOR.**

From the beginning of sales intelligence, FPX has been the true leader. We began by inventing the first computer-assisted parts sales system, the first electronic proposal preparation system and the first computer-readable product data management system. Then, FPX uniquely created the first SaaS sales system to handle complex product configurations. And today, the FPX powertrain never slows down. Thousands of revenue-generating Perfect Quotes are produced every month in multiple languages and currencies with FPX's Product Data Manager and Product Configuration Engine. They are at the core of our multi-tenant **CPQ OnDemand** and our newest innovation—**CPaaS**—which provides a development environment for any quoting or eCommerce applications leveraging the Force.com platform. Both deliver rapid ROI with improved order accuracy, inventory forecasting and an overall improvement to the bottom line.

There's a reason FPX is considered the true leader in sales intelligence. We invented the space. We're shaping it and continually bringing new innovation to the market.



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